

RJ REYNOLDS

TOBACCO COMPANY

COPY

March 20, 1998

RJR Account #124920

F. Colucci

F. COLUCCI, INC.

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-8232
Fax (716) 634-3145

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear Frank:

SALEM .30¢ Tear Tape product has been ordered, as well as 3 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$28.00 (2 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162601

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL20AP.DOC

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APRIL DELIVERY
SALEM TEAR TAPE
F. COLUCCI, INC.

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	<i>Full Flavor</i>	<u>1</u>
12300-24195	<i>Full Flavor 100</i>	<u>1</u>
12300-24196	<i>Light</i>	<u>1</u>
12300-24197	<i>Light 100</i>	<u>1</u>

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**

EFT \$ Amount: **\$1,182.92**

RETAIL DISTRIBUTION DATES

(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION	4/13/98 (PRODUCT AND DISPLAY)
MAY DISTRIBUTION	5/4/98 (PRODUCT ONLY)
JUNE DISTRIBUTION	6/8/98 (PRODUCT ONLY)

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

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WHOLESALER : 124920 FRANK COLUCCI, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162601	162626	128958	F COLUCCI INC	1611 PINE AVE	NIAGARA	FAL	NY 14301	1	1	1	1	4		
162601	162626	319797	FILL-N-SHINE	700 MAIN ST	NIAGARA	FAL	NY 14301	1	1	1	1	4		
162601		738967	EXPRESS MINI MART	601 19TH ST	NIAGARA	FAL	NY 14301	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS 3 TOTAL QUANTITY 3 3 3 3 12

TEMPLATE TOTAL ACCOUNTS 3 TOTAL QUANTITY 3 3 3 3 12

APRIL DISTRIBUTION
4/13/98

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MAY 5/4/98
DISTRIBUTION

WORKPLAN VAP TEMPLATE LISTING

BPN5BB2

PAGE: 11
DATE: 98-03-20
TIME: 11:35 AM

WHOLESALE
124920 FRANK COLUCCI, INC. <DIRECT>
800438 80400 S&L 98 30/1 NO
16XXXXX

SALES LEVEL

16XXXXX

TER	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	M85	M100	QTY	LT	QTY	M100	TOTAL	CHAIN-ID	SUPPLIER	
162601	162626	128958	F COLUCCI INC	1611 PINE AVE	NIAGARA FALL	NY	14301	1	1	1	1	1	1	1	1	4		
162601	162626	319797	FILT-N-SHINE	700 MAIN ST	NIAGARA FALL	NY	14301	1	1	1	1	1	1	1	1	4		
162601	162626	738967	EXPRESS MINI MART	601 19TH ST	NIAGARA FALL	NY	14301	1	1	1	1	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS

3 TOTAL QUANTITY

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TEMPLATE TOTAL ACCOUNTS

3 TOTAL QUANTITY

3 3 3 3 12

BPEN5BB2

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DATE: 98-03-20
TIME: 11:35 AMWHOLESALE : 124920 FRANK COLUCCI, INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
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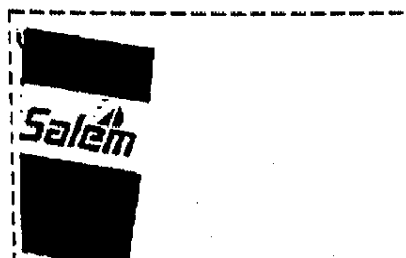
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TEMPLATE TOTAL ACCOUNTS 3 TOTAL QUANTITY 3 3 3 3 12

JUNE DISTRIBUTION
6/8/98

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF / PACK AND \$3.00 OFF / CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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